

Shop Rite Supermarkets
Cigarette Carton Merchandiser Planograms
March 1994



R. J. Reynolds Tobacco Co.

## SHOPRITE SUPERMARKETS INC. CIGARETTE CARTON MERCHANDISING PLAN – O – GRAM

STANDAI	RD PRICE
R.J.RE	YNOLDS
R.J. RE	YNOLDS
LORIL	LARD
LORIL	LARD
P. <b>M</b> C	DRRIS
P. MC	DRRIS
P. MC	PRRIS
12 V	VIDE

STANDARD PRICE
R. J. REYNOLDS
R. J. REYNOLDS
LORILLARO
BROWN & WILLIAMSON
P. MORRIS
P. MORRIS
P. MORRIS
12 WIDE

STANDARD PRICE
R. J. REYNOLDS
R. J. REYNOLDS
LORILLARD
BROWN & WILLIAMSON
AMERICAN
LIGGETT & MYERS
P. MORRIS
12 WIDE

DOMOC MALTIE	
PRICE VALUE	
R. J. REYNOLDS	
R. J. REYNOLDS	
LORILLARD R.J.R.	
6 ROWS 3 ROWS	
BROWN & WILLIAMSON	V
AMERICAN	
P. MORRIS	
P. MORRIS	
9 WIDE	

PRICE	VALUE
R. J. RE	EYNOLDS
R. J. REYNOLDS	
R. J. RE	EYNOLDS
L&M 2ROWS	AMERICAN 7 ROWS
AMERICAN	
P. MORRIS	
P. MORRIS	
9 WIDE	

	COMPANY
	PHILIP MORRIS
	R. J. REYNOLDS
	LORILLARO
E	BROWN & WILLIAMSON
	AMERICAN
	LIGGETT & MYERS
<del>,.</del>	TOTAL

*	%
MARKET	RACK
46.2%	31.7%
20.2%	31.7%
17,6%	14.3%
8.0%	8.7%
6.6%	9.8%
1.4%	3.7%
100%	100%

# P. VALUE	# STD PRICE
ROWS	ROWS
36	84
48	72
6	48
9	24
25	12
. 2	12
126	252

	TOTAL # ROWS
	120
	120
L	54
	33
L	37
L	14
	378

### PLAN-O-GRAM EFFECTIVE IN THE FOLLOWING STORES:

# 101 - STATEN ISLAND, NY

JERRY VOLK

APRIL 1, 1994 DATE EFFECTIVE

## SHOPRITE SUPERMARKETS INC. CIGARETTE CARTON MERCHANDISING PLAN-O-GRAM

STANDARD PRICE	STANDARD PRICE
R. J. REYNOLDS	R. J. REYNOLDS
R. J. REYNOLDS	R. J. REYNOLDS
LORILLARD	LORILLARD
BROWN & WILLIAMSON	BROWN & WILLIAMSON
P. MORRIS	P. MORRIS
P. MORRIS	P. MORRIS
P. MORRIS	P. MORRIS
12 WIDE	12 WIDE
	4

STANDARD PRICE	
R. J. REYNOLDS	
R. J. REYNOLDS	
LORILLARD	
BROWN & WILLIAMSON	1
P. MORRIS	
P. MORRIS	
P. MORRIS	
12 WIDE	

STANDARD PRICE	
R. J. REYNOLDS	
R. J. REYNOLDS	
LORILLARD	
AMERICAN	
LIGGETT & MYERS	
P. MORRIS	
P. MORRIS	_
12 WIDE	_

PRICE VALUE R. J. REYNOLDS R. J. REYNOLDS LORILLARD B & W 6 ROWS 6 ROWS AMERICAN L & M P. MORRIS 2 ROWS 10 ROWS P. MORRIS P. MORRIS P. MORRIS			
R. J. REYNOLDS  LORILLARD B & W 6 ROWS 6 ROWS  AMERICAN  L & M P. MORRIS 2 ROWS 10 ROWS  P. MORRIS  P. MORRIS	PRICE VALUE		
LORILLARD B & W 6 ROWS 6 ROWS  AMERICAN  L & M P. MORRIS 2 ROWS 10 ROWS  P. MORRIS  P. MORRIS	R.J. REY	NOLDS	
6 ROWS 6 ROWS AMERICAN  L & M P. MORRIS 2 ROWS 10 ROWS  P. MORRIS  P. MORRIS	R. J. REY	NOLDS	
AMERICAN  L & M P. MORRIS 2 ROWS 10 ROWS  P. MORRIS  P. MORRIS	LORILLARD	B&W	
L&M P. MORRIS 2 ROWS 10 ROWS P. MORRIS P. MORRIS	6 ROWS	6 ROWS_	
2 ROWS 10 ROWS P. MORRIS P. MORRIS	AMERICAN		
P. MORRIS P. MORRIS	L&M	P. MORRIS	
P. MORRIS	2 ROWS	10 ROWS	
	P. MORRIS		
12 WIDE	P. MORRIS		
	12 W	IDE	

COMPANY	
PHILIP MORRIS	
R.J. REYNOLOS	
LORILLARD	
BROWN & WILLIAMSON	
AMERICAN	
LIGGETT & MYERS	
TOTAL	

	%	*
L	MARKET	RACK
	46.2%	37.1%
	20.2%	28.6%
	17.6%	12.9%
	8.0%	10.0%
	6.6%	8.1%
	1.4%	3,3%
	100%	100%

# STD PRICE	# P. VALUE
ROWS	ROWS
132	24
96	24
48	6
36	6
12	22
12	2
336	84

	TOTAL
L	# ROWS
[	156
	120
L	54
	42
1	34
	14
E	420

### PLAN-O-GRAM EFFECTIVE IN THE FOLLOWING STORES:

# 106 - SPOTSWOOD, NJ

JERRY VOLK

APRIL 1, 1994 DATE EFFECTIVE

# SHOPRITE SUPERMARKETS INC. CIGARETTE CARTON MERCHANDISING PLAN-O-GRAM

STANDARD PRICE
R.J. REYNOLDS
R.J. REYNOLDS
R.J. REYNOLDS
BROWN & WILLIAMSON
BROWN & WILLIAMSON
P. MORRIS
P. MORRIS
12 WIDE

STANDARD PRICE
R.J. REYNOLDS
R.J. REYNOLDS
LORILLARD
LORILLARD
LIGGETT & MYERS
P. MORRIS
P. MORRIS
12 WIDE

	_
STANDARD PRICE	_
R.J. REYNOLDS	
R.J. REYNOLDS	
LORILLARD	
LORILLARD	
AMERICAN	
P. MORRIS	
P. MORRIS	
12 WIDE	_
	_

R.J. REYNOLDS R.J. REYNOLDS	_
	_
R.J. REYNOLDS	_
R.J. REYNOLDS	
LORILLARD B & W	
6 ROWS 6 ROWS	
AMERICAN	
AMERICAN L&M	
10 ROWS 2 ROWS	
P. MORRIS	
12 WIDE	_

COMPANY	
PHILIP MORRIS	
R.J. REYNOLDS	
LORILLARD	
BROWN & WILLIAMSON	
AMERICAN	
LIGGETT & MYERS	
TOTAL	

*	%
MARKET	RACK
46.2%	25.0%
20.2%	35.7%
17.6%	16.1%
8.0%	8.9%
6.6%	10.1%
1.4%	4.2%
100%	100%

# STD PRICE	# P. VALUE
ROWS	ROWS
72	12
84	36
48	6
24	6
12	22
12	2
252	84

TOTAL # ROWS
84
120
54
30
34
14
336

### PLAN-O-GRAM EFFECTIVE IN THE FOLLOWING STORES:

#145 — STATEN ISLAND, NY #313 — WATERBURY, CT #317 — WETHERSFIELD, CT #327 — MANCHESTER, CT #337 — NORWICH, CT #339 — MIDDLETOWN, CT #341 — WILLIMANTIC, CT #357 — GROTON, CT #367 — BRISTOL, CT #521 — PHILADELPHIA, PA #559 — BENSALEM, PA #579 — NORRISTOWN, PA

JERRY VOLK

APRIL 1, 1994

DATE EFFECTIVE

### SHOPRITE SUPERMARKETS, INC. CIGARETTE CARTON MERCHANDISING PLAN-O-GRAM

STANDARD PRICE	STANDARD PRICE		STANDARD PRICE		STANDARD PRICE		PRIC	EVALUE
R. J. REYNOLDS	R. J. REYNOLDS		R. J. REYNOLDS		R. J. REYNOLDS		R. J. RI	EYNOLDS
R. J. REYNOLDS	R. J. REYNOLDS		LORILLARD		LORILLARD		LORILLARD 6 ROWS	R.J.R. 3 ROWS
ROWN & WILLIAMSON	BROWN & WILLIAMSON		LORILLARD		LORILLARD			& M ATC ROWS 2 ROWS
P. MORRIS	P. MORRIS		LIGGETT & MYERS		AMERICAN		AME	RICAN
P. MORRIS	P. MORRIS		P. MORRIS		P. MORRIS		P. M	IORRIS
12 WIDE	15 MIDE		12 WIDE		12 WIDE		91	MOE
COMPANY	*	%	# STD PRICE	# P. VALUE	TOTAL		PRIC	EVALUE
	MARKET:	RACK	ROWS	ROWS	# ROWS	Į	R. J. RI	EYNOLDS
PHILIP MORRIS	46.2%	30.0%	72	27	99			
R. J. REYNOLDS	20.2%	30.9%	72	30	102		R. J. RI	EYNOLDS
LORILLARD	17.6%	16.4%	48	6	54		H	
ROWN & WILLIAMSON	8.0%	8.8%	24	5	29		AME	RICAN
AMERICAN	6.6%	9.7%	12	20	32			
LIGGETT & MYERS	1.4%	4.2%	12	2	14		P. M	ORRIS
TOTAL.	100%	100%	240	90	330			
PLAN-O	-GRAM EFFEC	TIVE IN TH	E EOL LOWING	STORES		<b>3</b> 1	P. M	ORRIS
	Olivin Li i Li	×1,12,111	e i occomino	OTONES.			9)	MDE
	<b>#</b> 351	- BROOKFIE	LD, CT		j			